

**WWMT(TV)**  
**Equal Employment Opportunity Public File Report**  
**June 1, 2007 – May 31, 2008**

**I. POSITIONS FILLED DURING THE REPORTING PERIOD**

| <b>Job Title</b>  | <b>Sources Used to Fill Position</b><br><i>(Numbers Correspond to the Recruitment Source List in Part II)</i>   | <b>Source Referring Hiree</b>      |
|---|---|------------------------------------|
| Local Sales Manager   | 1,2,4,5,6,7,8,12,14,15,16,17,19,28,32,36  | 15                                 |
| Account Executive (4)   | 1,2,5,6,7,8,12,14,15,16,17,23,36  | 14,17<br>16 was 2 of them          |
| Sales & Research Associate (2)  | 1,2,5,6,8,12,14,15,16,19,23,36  | 19, 16&14<br>(combination of both) |
| Accounts Receivable Coordinator   | 1,2,5,6,8,15,19,  | 19                                 |
| Marketing Director  | 1,2,5,6,7,8,12,14,15,18,37  | 37                                 |
| Marketing Producer  | 1,2,5,6,7,8,12,14,15,18,37  | 37                                 |
| Anchor / Reporter   | 1,2,4,5,6,7,8,12,13,14,15,21  | 13                                 |
| Producer  | 1,2,4,5,6,8,14,15,16,19,21,23,32  | FT14/ PT 19                        |
| Tape Editor 2 full time<br>2 part time                                    | 1,2,4,5,6,8,14,15,16,19,21,23,32  | FT 16 & 15<br>PT 19, 21            |
| Reporter  | 1,2,4,5,6,7,8,12,13,14,15,21  | 17, 8                              |
| Photojournalist   | 1,2,3,4,5,6,8,12,14,15,16,17,21   | 8                                  |
| Assignment Desk   | 1,2,5,6,7,8,12,14,15,21   | 16                                 |
| Master Control Operator   | 1,2,14,15   | 15                                 |
| Part time Production Assistants (7)                                       | 1,2,8,14,15,16,17,23<br>know these do not count, but we do include them, as we place ads for these positions to be FCC compliant and to promote within department | 2 /23,<br>3/14,<br>1/16,<br>1/32   |
| Meteorologist   | 1,2,5,6,8,13  | 13                                 |
| Total positions filled<br>Full time 29<br>Part time 10<br>TOTAL filled 29 |   |                                    |
| Total number interviewed for all positions                                |   | 130                                |

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**II. RECRUITMENT SOURCE LIST**

**[Add address, telephone and names of contacts]**

| No. | Recruitment Source<br>(Name, address, contact person, telephone number)   | Entitled to<br>Vacancy<br>Notificatio<br>n (Y/N) | No. Interviewees Referred During<br>Reporting Period by Source |
|-----|---|--|--|
| 1   | Michigan Indian Employment<br>Angeline Francisco<br>724 W. Centre St.,<br>Portage, MI 49002<br>269-323-0234   | N  | 0  |
| 2   | Central Michigan University<br>Attn: Dr. Orlik<br>340 Moore Hall<br>Mt. Pleasant, MI 48859  | Y  | 0  |
| 3   | Mort Meisner Agency<br>26711 Woodard Ave., Ste 203<br>Huntington Woods, MI<br>245-545-2222  | N  | 0  |
| 4   | TVSpy Job Bank<br><a href="http://www.tvspy.com">www.tvspy.com</a><br>this is all I have for this listing   | N  | 2  |
| 5   | MediaLine <a href="http://www.medialine.com">www.medialine.com</a><br>Attn: Mark Shilstone<br>Box 51909, Pacific Grove, CA 93950<br>408-648-5200                    | N  | 2  |
| 6   | Lansing Community College<br><a href="mailto:cesjoblink@lcc.edu">cesjoblink@lcc.edu</a>   | N  | 0  |
| 7   | <a href="mailto:Mdesign04@yahoo.com">Mdesign04@yahoo.com</a><br>Job Bank-MI chapter-NATAS<br>P.O.Box 251987 W. Bloomfield, MI 48325<br>248-5920086 Michelle Desouza | Y  | 0  |
| 8   | Freedom Opportunities<br>Freedom Communications, Inc.<br>17666 Fitch, Irvine, CA 949-253-2323<br>Jaime Flores   | N  | 11   |

|           |   |   |    |
|-----------|---|---|----|
|           |   |   |    |
| <b>9</b>  | Eckhart Talent Mgmt<br>Julie Eckhart<br>17 Ridge Blvd, RyeBrook, NY 10573<br>914-937-1719   | N | 0  |
| <b>10</b> | Bell Talent Agency<br>Roger Bell--Chicago, Il<br>847 882-3335   | N | 0  |
| <b>11</b> | The LornaDave Agency<br>John Derr<br>296 Susquehanna Trail, Allentown, PA<br>610-248-1317   | N | 0  |
| <b>12</b> | WLAJ – Lansing, MI<br>Wlaj.com  | N | 0  |
| <b>13</b> | Talent Dynamics<br>600 E. LasColinas Blvd, Ste 100<br>Irvine, TX 75039  | N | 7  |
| <b>14</b> | WWMT’s website<br>590 W. Maple St.<br>Kalamazoo, MI 49008   | N | 32 |
| <b>15</b> | Internal Postings   | N | 0  |
| <b>16</b> | Word of Mouth Referral  | N | 19 |
| <b>17</b> | Walk-ins/Call-ins/Open letter of<br>interest/Agents   | N | 1  |
| <b>18</b> | Michigan Association of Broadcasters<br>819 N. Washington Ave.<br>Lansing, MI 48906<br>517-484-7444<br><a href="http://www.mimab.com">www.mimab.com</a> | N | 0  |
| <b>19</b> | Former employee or intern applying  | N | 6  |
| <b>20</b> | Television Week<br>www.TVweek.com<br>Crain Communications<br>212-210-0292   | N | 0  |
| <b>21</b> | Broadcast Employment Services<br>TVJobs.com<br>P.O. 4116, Oceanside, CA-- 800-3740119   | N | 14 |
| <b>22</b> | Shoptalk.com.<br>This is all I have, they use this in the news<br>department to place jobs.   | N | 0  |
| <b>23</b> | Job Fairs   | N | 2  |

|           |   |   |        |
|-----------|---|---|--------|
|           | <b>24</b> B-Roll.net – Kevin Johnson 227 6 <sup>th</sup> St., NE<br>Washington DC 202-68842   |   | 0      |
|           |   |   | 0      |
| <b>25</b> | NAACP Lansing<br>J. Gill Lajohn Bldg.<br>1801 W. Main , Lansing, MI   | N | 0      |
| <b>26</b> | Career Page<br><a href="http://www.careerpage.org">www.careerpage.org</a> --National Alliance of<br>State Broadcasters Associations                       | N | 0      |
| <b>27</b> | National Weather Association –<br><a href="mailto:NatWeaAsoc@aol.com">NatWeaAsoc@aol.com</a>  | N | 0      |
| <b>28</b> | No Indication of where they saw the ad<br>Or could not remember   | N | 0      |
| <b>29</b> | Career Builders<br><a href="http://www.careerbuilders.com">www.careerbuilders.com</a>   | N | 0<br>0 |
| <b>30</b> | Broadcast Image Group<br>7744 Broadway St. #100<br>SanAntonio, Texas 78209<br>210-828-6664  | N | 0      |
| <b>31</b> | Broadcast & Cable Magazine<br>P.O. box 15157<br>North Hollywood, CA 91615-9647<br>323-965-2089  | N | 2      |
| <b>32</b> | Western Michigan University<br><a href="mailto:westernmichigan@earthlink.com">westernmichigan@earthlink.com</a>   | N | 3      |
| <b>33</b> | University of Michigan<br>Ann Arbor, MI<br><a href="mailto:www.&lt;kk8116@arbor.edu&gt;">www.&lt;kk8116@arbor.edu&gt;</a>                                 | N | 0      |
| <b>34</b> | Kalamazoo Gazette Classifieds<br>Burdick St., Kalamazoo, MI<br>269-381-5100 M-LIVE.com  | N | 0      |
| <b>35</b> | WWMT Channel 3<br>Aired spots advertising for AE<br>269-388-3430  | N | 0      |
| <b>36</b> | Spots N Dots<br>167 Oakdale Road<br>Johnson City, NY 13790<br>888-884-2630 Fax 607-729-7331<br><a href="http://www.spotsndots.com">www.spotsndots.com</a> | N | 0      |
| <b>37</b> | Dolan & Associates<br>12 Galloway Ave, Ste. 2b<br>Cockeysville, MD 21030  | N | 25     |
| <b>38</b> | Specs Howard School of Broadcast Art  | N | 4      |

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|--|--|--|
| 19900 W. Nine Mile Rd, Southfield, MI<br>48075 |  |  |
|--|--|--|

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**III. OUTREACH INITIATIVES**

| <b>No.</b> | <b>Type of Outreach Initiative</b><br><i>(e.g. internship, job fair, etc.)</i> | <b>Brief Description of Activity</b><br><i>(Include date, description of event, nature of SEU's participation in event, and title of station personnel involved)</i>  |
|------------|--|---|
| <b>1</b>   | <b>JOB FAIR</b>  | WWMT Channel 3, did participate in a Job Fair held at Kalamazoo Valley Community College on Wednesday, March 2, 2008, it was their 2008 Employment Expo headed by Lois Brinson. Margie Candela, Human Resource Coordinator, attended this expo as representatives of WWMT. Positions presented were in Sales, Promotion, Production and News.   |
| <b>2</b>   | <b>JOB FAIR</b>  | April 24, 2008 the University of Phoenix hosted their first job fair to help prospects in the West Michigan market to come together with area companies. This was held at their Portage,MI campus. Margie Candela, Human Resource Coordinator for WWMT attended this event and spoke with students and area residents searching for positions in the areas of news, sales, production |
| <b>3</b>   | <b>SCHOLARSHIP</b>   | A \$1,000.00 scholarship was given to four students Broadcast Majors at Western Michigan University, Kalamazoo, MI. This was for the 2007/2008 school year.   |
| <b>4</b>   | <b>INTERNS</b>   | We participate with interns and this year we had seven from Western Michigan University working under the direction of Cathy Younkin, our news director.  |
| <b>5</b>   | <b>TOUR</b>  | Western Michigan University's Small Format Video class visited WWMT in March 27, 2008. Instructor is David Evans. They toured the creative services area and spoke with Mark Bishop and other creative service staff.   |
|            |  |   |
|            |  |   |

